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# SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION



## ANNUAL REPORT 1991-1992

Printed Under The Direction Of The  
State Budget And Control Board

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STATE DOCUMENTS

October 15, 1992

To His Excellency, Governor Carroll A. Campbell, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 57-3-760, Code of Laws of South Carolina, I am transmitting to you the annual report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1992.

Sincerely,

A handwritten signature in dark ink, appearing to read "Henry J. Cauthen", with a long horizontal flourish extending to the right.

Henry J. Cauthen  
President

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## I. COMMISSION MEMBERS

Jack W. Newton, Chairman

C.B. Askins

Dr. Marianna W. Davis

Peggy A. Denny

Dr. Julian Josey Jr.

Dr. Walton H. Owens Jr.

John M. Rivers Jr.

Joseph F. Sullivan

\* Released during the fiscal year.

Ex-Officio Members:

Sen. James M. Waddell Jr.\*

Sen. Nikki G. Setzler\*

Rep. Jean Laney Harris\*

Rep. Claude V. Marchbanks\*

Dr. Barbara Nielsen

## II. STAFF

Network Headquarters

P.O. Box 11000

1101 George Rogers Boulevard

Columbia, SC 29211

General Information: (803) 737-3200;

Nights, Weekends, Holidays: (803) 737-3280

Production Headquarters

P.O. Drawer L

2712 Millwood Avenue

Columbia, SC 29250

Henry J. Cauthen, *President and General Manager*: 737-3240

Ronald L. Schoenherr, *Senior Vice President and Assistant General Manager*:  
737-3260

Charlton W. Bowers, *Vice President of Engineering*: 737-3500

Jesse L. Bowers Jr., *Vice President of Programming*: 737-3494

Charles M. Case, *Vice President of Administrative Services*: 737-3234

Thomas L. Clark, *Vice President for Production*: 737-3311

William D. Hay, *Vice President of Educational Radio*: 737-3407

George W. Hopkins Jr., *Vice President of Systems Development, Planning,  
and Network Services*: 737-3244

Bobbi J. Kennedy, *Vice President of Continuing Education*: 737-3451

June B. Licata, *Vice President for Regional Stations and Community Relations*:  
737-3227

Kathryn Gardner-Jones, *Director of Public Information*: 737-3233

### Regional Stations

WJWJ-TV

P.O. Box 1165

105 South Ribaut Road

Beaufort, SC 29902

Michael Brannen,

Programming Director  
(803) 524-0808

WRET-TV

P.O. Box 4069

Spartanburg, SC 29305

William S. Hart, Manager

(803) 599-0201

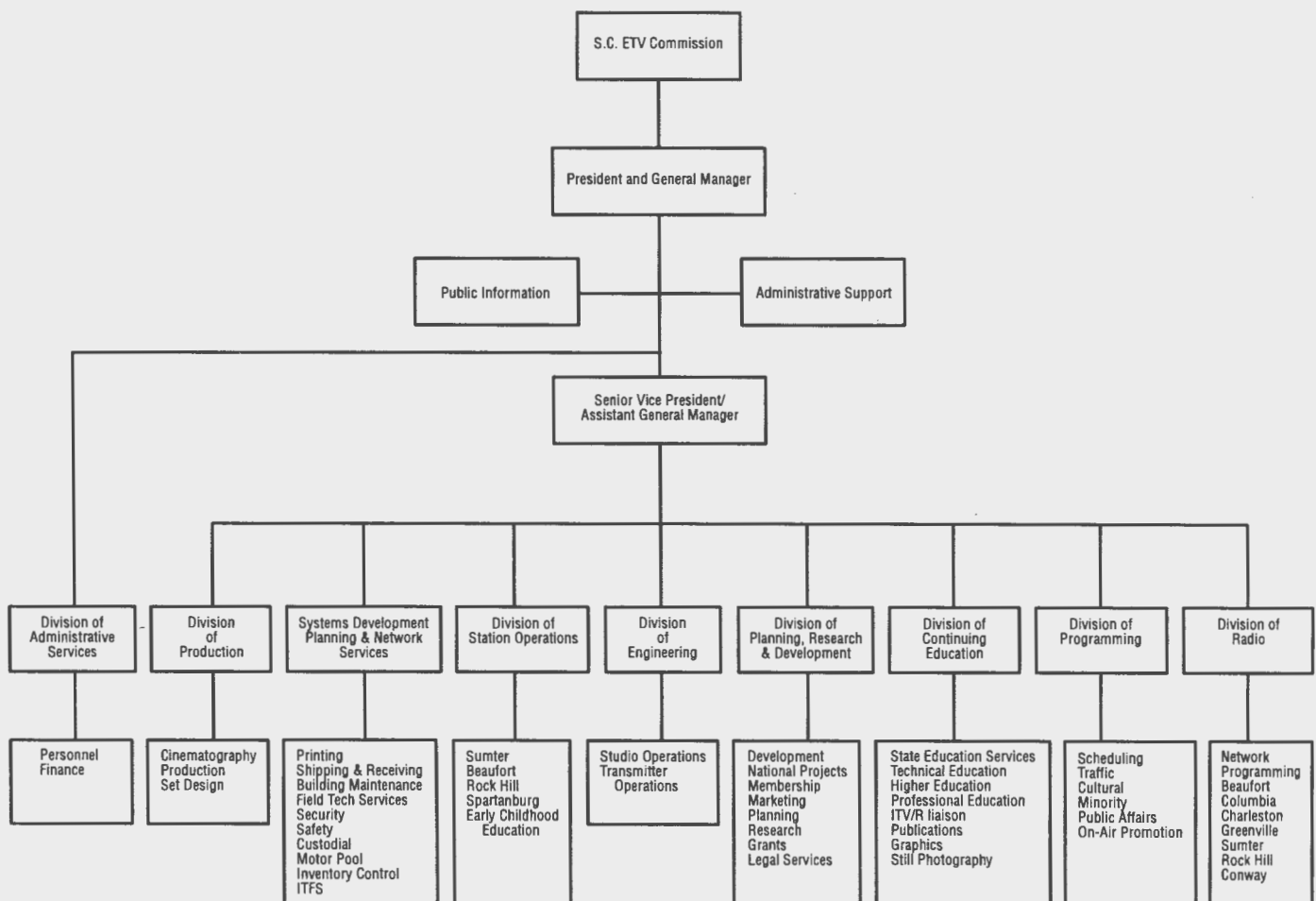
WRJA-TV  
P.O. Box 1836  
North Harvin Street  
Sumter, SC 29150  
James L. Barnard, Manager  
(803) 773-5546

WSCI-FM  
P.O. Box 801  
USS Yorktown  
Mt. Pleasant, SC 29464  
Marcia Byars-Warnock, Manager  
(803) 881-1160

WNSC-TV  
P.O. Box 11766  
Highway 21 Bypass  
Rock Hill, SC 29730  
John Bullington, Manager  
(803) 324-3184

WLTR-FM  
P.O. Drawer L  
Columbia, SC 29250  
(803) 737-3403

### III. ORGANIZATIONAL CHART



## IV. STATUTORY AUTHORITY

The S.C. Educational Television Commission was created in Section 59-7 of the 1976 Code of Laws of South Carolina, as amended.

## V. HISTORY

**1957–1991:** In 1957, the General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. On March 11, 1958, the study committee recommended that a pilot project be set up in one Columbia school. That summer, a studio was built at Dreher High School and the experiment began in September. Henry J. Cauthen was the technical director for the project, which was evaluated by R. Lynn Kalmbach. Public school ETV course enrollment was 300 that first year.

Educational television services were extended to five Columbia area schools in 1958. The S.C. Educational Television Commission was created by the General Assembly in 1960, with R. Lynn Kalmbach serving as general manager. Expansion of the closed-circuit system was accomplished by the negotiation of the first reduced tariff rate for educational television in 1961. In 1962, state agencies and public school teachers began utilizing ETV for continuing professional education. By 1963, the closed-circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers, and 10 hospitals.

In September of 1963, the ETV Network signed on its first open-circuit station, WNTV-TV in Greenville, with WITV in Charleston signing on a few months later. Henry J. Cauthen was named executive director of the ETV Network in 1965.

WRLK-TV, Columbia's open-circuit ETV station, signed on in 1966. With the three major cities in the state now having ETV stations, extensive programming for elementary schools was offered for the first time on open broadcast. September of 1967 saw the signing on of WJPM-TV, Florence, and WEBA-TV, Barnwell.

The University of South Carolina, in cooperation with the ETV Commission, began a program of graduate study in business administration through the closed-circuit system in 1970. Also in 1970, the nation's first live domestic satellite transmission was organized in Columbia by SC ETV when William F. Buckley Jr. agreed to bring **Firing Line** to public television via SC ETV.

In 1971, a color studio facility was put into operation and local instructional programs were first produced in color.

In 1972, the Network began operation of its FM educational radio network with the sign-on of WEPR-FM in Greenville. WSCI-FM, Charleston, was added to the Network in 1973; and WMPR-FM, Sumter, and WLTR-FM, Columbia, signed on in 1975.

Television stations in Sumter, WRJA, and Beaufort, WJWJ, also began transmitting in 1975.

November 1977 marked the Network's first use of satellites for continuing education with live weekend broadcasts of medical seminars originating in Charleston and Columbia. Also in this month, SC ETV and the Southern Educational Communications Association (SECA) broadcast the first simultaneous radio and television satellite transmission in history from Columbia to 15 other states.

In May of 1978, ETV joined the PBS satellite system. WNSC-TV and WPRV-FM in Rock Hill signed on that year. Beaufort's WJWJ-FM began transmitting in 1980, along with WRET-TV, Spartanburg, and WHMC-TV, Conway. The radio stations in Sumter and Rock Hill underwent call letter changes to WRJA-FM and WNSC-FM, respectively.

In 1982, the Network began the phase-out of the leased-line closed-circuit distribution system with a state-owned Instructional Television Fixed Service (ITFS) system. In 1984, WNEH-TV, Greenwood, and WHMC-FM, Conway, signed on. The first phase of the ITFS system was completed in 1986, providing full (four-channel) closed-circuit service to 240 school facilities and partial (two-channel) service to 189 school facilities.

SC ETV began a GED series for adults in cooperation with the Office of Adult Education in October of 1986. Also that fall, the State Development Board created the Economic Development Institute, which uses the Network's statewide teleconference services.

In February of 1988, ETV commemorated Black History Month with the Network's most technically intricate satellite interconnect to produce a national teleconference with participants in Columbia, Detroit, Atlanta, and Washington, D.C. Two months later, SC ETV President Henry J. Cauthen was recognized by public broadcasting managers across the country as the Nation's Outstanding Public Television Manager, the first time such an award had been given.

SC ETV began celebrating its 30th anniversary in September 1988 with a ceremony at Columbia's Dreher High School. Additional elements of the 30th-anniversary celebration included a 60-minute documentary about ETV; a live, two-hour national broadcast of **Firing Line** from Longstreet Theatre in Columbia; ETV day at the S.C. State Fair; and the opening of the SC ETV museum exhibit "Images of Excellence" at the Columbia Museum of Art. The museum exhibit then travelled to other museums throughout the state.

In January of 1989, ETV purchased the former State/Record building in Columbia for \$4 million.

During 1988-89, the Star Schools program—live, interactive instruction in advanced math, science, and foreign language via satellite—became a reality. With Mr. Cauthen providing the leadership, the 18-state-consortium SERC received a \$5.6 million grant in July of 1988 from the U.S. Department of Education to implement a Star Schools project for fall of 1989.

SC ETV continued to produce and/or present important national and local documentaries and teleconferences for both television and radio.

During the 1988–89 fiscal year, ETV President Henry J. Cauthen was awarded the Order of the Palmetto by Governor Carroll A. Campbell in recognition of 30 years of leadership and service to the agency. In addition, Mr. Cauthen was honored in May of 1989 with the Jefferson Award.

The 1989–90 fiscal year ushered in SERC's demonstration year. Live, interactive instruction was delivered via satellite to 380 high schools in 23 states. In South Carolina alone, a total of 32 high schools and 224 students actively participated in the educational satellite program. ETV broadcast 50 percent of SERC's course schedule while functioning as SERC's master origination terminal for all other SERC courses.

During 1989–90, ETV continued to maximize the services it provided to other state agencies, as well as business and industry.

In addition, the Network's swift response to Hurricane Hugo was unsurpassed, providing South Carolinians with up-to-the-minute coverage prior to and following Hugo's landfall on Friday, September 22, 1989. Staff at WJWJ-TV in Beaufort rode out the hurricane at the station in order to provide additional updates to the public. Several essential public affairs programs focusing on the hurricane were produced by ETV. In addition, ETV provided assistance in the production and distribution of Governor Campbell's press announcement concerning relief funds and the creation of a disaster hotline. Indeed, Governor Campbell singled out SC ETV as being the most important media outlet during the recovery period.

SC ETV continued to provide increased teleconference services to state government and medical and professional education and training groups and, once again, ranked as the nation's busiest state teleconferencing center.

Satellite videoconferences produced during 1989–90 included the third Black History event, which linked Detroit and Los Angeles to SC ETV by satellite and featured 11 outstanding African-American role models.

In addition to many other national productions and/or presentations, ETV presented in May 1990 the 90-minute **Stations of Bach**. Publicity for the program reached what the *Washington Post* called "historic" proportions when the East and West German embassies agreed to host a first-ever joint reception honoring the program at the National Press Club in Washington, D.C. SC ETV was an essential part of this event that garnered international coverage.

During the 1989–90 fiscal year, ETV continued to expand the ITFS system in the state. Mr. Cauthen developed a plan to provide additional channels for higher education needs utilizing ITFS and satellite technology. And Aiken radio station WLJK-FM signed on.

Also during this year, the ETV Endowment of South Carolina acquired the Sara Lee/Pearce Young and Angel (PYA) properties adjacent to the former State/Record building. These properties promise to be a major asset for the future expansion of SC ETV and a national premier production center, as well as a boost to the economic development of the state. In 10 years, the



ETV Endowment will sell the properties to ETV for exactly \$1—signifying a tremendous savings for taxpayers.

The Children's Place celebrated its first anniversary in 1991, and continues to serve as a model of excellence for employer-sponsored on-site child care.

During 1989–90, ETV continued to provide community outreach efforts on adult literacy.

President Bush appointed Mr. Cauthen to serve on the 10-member board of the Corporation for Public Broadcasting (CPB), a national organization charged with the growth and development of public broadcasting in the United States. In June 1990, he was elected board chairman of America's Public Television Stations (APTS), an organization that provides strong advocacy for public television before the federal government. Lt. Governor Theodore appointed Mr. Cauthen to the S.C. Public/Private Child Care Council. Mr. Cauthen chairs one of the subcommittees. He was unanimously elected as vice president of INPUT, an international public television organization dedicated to excellence in programming worldwide. In addition, he was honored with the prestigious Elizabeth O'Neill Verner Award.

In 1990–91, Mr. Cauthen continued to serve as co-chair of the board of directors of SERC. He supervised the continued development and expansion of the consortium's live, interactive satellite telecommunications system for the delivery of specified educational programs, primarily for students and teachers. The major producer for SERC, ETV transmitted live courses in math, science, and foreign languages to schools in South Carolina and 22 other states, including five Russian courses and two Advanced Placement Economics courses five days a week. During this fiscal year, over 900 foreign language classes and 360 Advanced Placement Economics classes were produced. With the growing critical need for foreign language skills, the curriculum for Russian was expanded to include Russian I and Russian II.

In addition, Mr. Cauthen worked closely with the U.S. Senate Commerce Committee to continue funding for the USSR/US teacher exchange program and academic partnership program administered through the U.S. Information Agency.

During 1990–91, SC ETV, in association with the Office of Instructional Technology Development, created and produced 169 projects for in-school use and staff development.

ETV demonstrated significant interagency cooperation as 28 different agencies were served through the use of existing resources or personnel and equipment. Projects addressed such crucial issues as at-risk youth, teacher recruitment, economic development, and criminal justice.

A grant of \$64,000 was received from the U.S. Department of Education via the S.C. Department of Education to produce a 13-part telecourse entitled **On the Other Hand**. The series is designed to help teachers, parents, and medical and child-care workers learn basic signing skills, enabling greater communication with hearing-impaired students being "main-

streamed" into public schools. An additional \$53,000 became available for nine more programs.

One hundred and fifty higher education courses were distributed statewide for college credit on SC ETV's closed-circuit network. This service supports a master's degree in business administration and a master's degree in engineering, which are taught live in the studios of the University of South Carolina, sent to ETV via fiber-optic lines, and distributed on ETV's closed-circuit ITFS network. Ten college courses were broadcast on ETV's open-circuit network to adult learners throughout the state.

SC ETV delivered 1,050 teleconferences during the reporting period. There were eight satellite uplink conferences, 30 originations from ETV studios, eight satellite downlinks to ETV projection rooms, 78 satellite downlinks transmitted statewide on the closed-circuit system to other agencies, and 452 video "passed through" events transmitted statewide on the closed circuit for other state agencies. ETV's teleconference bridge was booked for 474 audio events.

During this time, ETV's **Police Line** studio at the S.C. Criminal Justice Academy was inaugurated, providing crucial interactive training.

ETV's leadership in the use of teleconferencing training and lifelong learning has proven to be a substantial cost savings to the state.

In February of 1991, the national ETV program **The Struggle Continues: Hearing and Internalizing the Message**, a celebration of Black History Month, provided a multi-satellite videoconference that allowed eight honor students from across South Carolina to interact with specially selected, high-achieving adults who represent various fields such as law, medicine, finance, business, the arts, and international sports. Sen. Strom Thurmond commended Mr. Cauthen on the U.S. Senate floor for his ongoing work with the black teleconference and his commitment to minority programming.

ETV's services continued to provide a myriad of interactive audio and video tools designed to meet state government's training needs. During the 1990-91 fiscal year, a single teleconference produced and transmitted statewide for the S.C. Department of Corrections trained more than 1,000 law enforcement officers and correctional officers in "How to Survive a Hostage Situation." The Corrections Department, through ETV, was able to provide this teleconference for approximately 39¢ per officer trained. This represents a significant savings to South Carolina taxpayers.

SC ETV and award-winning journalist Bill Moyers joined forces in January and again in April to kick off the 1991 Public Broadcasting Service's (PBS) outreach effort concerning families and youth at-risk. ETV tackled this vital initiative by working under the project title "Realizing America's Hope." The project included several essential components: a national PBS prime-time documentary, **All Our Children with Bill Moyers**, and a live national follow-up discussion with Bill Moyers—produced live by ETV in Columbia; two national documentaries, **Investing in Our Youth** and **Making the American Dream Work for Our Children**; and two national telecon-

ferences, which included a prime-time teleconference co-sponsored by the Education Commission for the States and the National Conference of State Legislatures. Governor Campbell participated as a national panelist on the legislative teleconference. Over 5,000 registration packets were distributed to schools in South Carolina alone.

The project was developed with no rights restrictions on any of the print or video materials and is being used extensively in schools, colleges, and community groups throughout South Carolina and the nation. **All Our Children with Bill Moyers** was scheduled to air on January 16, 1991. Within an hour of airtime, the United States of America and her allies went to war against Iraq. SC ETV pre-empted the program and moved to a town meeting format, which was broadcast over PBS to the nation. This special became part of the **MacNeil/Lehrer Special Report** on the Persian Gulf. SC ETV was lauded for its quick and poignant response during an international crisis.

SC ETV continued to produce and/or present exceptional documentaries and programs for the nation's public television schedules.

SC ETV remained committed to comprehensive statewide coverage of issues critical to the people of the state. In July of 1990, ETV/ERN touched thousands of lives with the special two-hour simulcast of **Windswept Hearts**. This program was designed to help South Carolinians begin the emotional healing in the wake of Hurricane Hugo's destruction.

Other outreach projects included the WNSC-TV production of **DUI/DOA**. An outreach event targeted to teens, the project vividly defined the perils of drinking and driving.

PBS's blockbuster of the year was clearly the Ken Burns production of **The Civil War**. WNSC-TV added to the event by producing a four-part follow-up to **The Civil War**, focusing on the impact of the war on South Carolina, entitled **Legacy of Conflict**.

An ETV local production that quickly became a nationally acclaimed work was **Family Across the Sea**. The program reveals the remarkable and moving story of two peoples, the Gullah or GeeChee of the South Carolina Sea Islands and the people of Sierra Leone in West Africa, who have discovered their common heritage. The program, offered as a special over PBS during Black History Month, has received numerous prestigious awards.

ETV continued its commitment to public affairs by using television to hold various town meetings, beginning with **Candidates Forums**. This series featured all the contested constitutional officers' races. Candidates fielded questions from journalists, providing viewers with essential information.

**Capitol View** continued ETV's extensive efforts to bring all legislators to the people by way of television. Interviews with a majority of members of the General Assembly allowed the public to see and hear key committee chairmen and others throughout a year of critical public issues. In addition, **Statehouse Week** moved to an earlier slot to offer the public the most comprehensive look at action in the General Assembly.

ETV covered the Carolina Celebration of Liberty; provided live coverage of President Bush in Sumter; and aired a documentary about the sixth highest-ranking U.S. senator, **Profile: Senator Fritz Hollings**.

**Carolina Illustrated**, a video magazine reflecting a positive image of South Carolina, explored the quality of life in the state. And **What in the World Is It?** gave viewers a rare opportunity to explore the whimsical world of trash and/or treasures.

Popular pianist Marian McPartland celebrated her 200th program this fiscal year on ERN's national Peabody Award-winning **Marian McPartland's Piano Jazz**.

During 1990-91, South Carolina programs were marketed or broadcast in Africa, the Caribbean, Scotland, Germany, England, and New Zealand.

The ITFS system was expanded during the 1990-91 fiscal year, funded under the 1988-89 Capital Improvement Bill. The school ITFS systems and the tape center buildings were completed and put into operation in Anderson, Chester, Union, Lexington, Bennettsville, and Oconee. Contracts were awarded for a tape center building at York and for a transmitter tower at York and Colleton.

During 1990-91, the renovation project for the Educational Radio facility at the former State/Record building was completed. SC Educational Radio completed its move to the new facility in January of 1991.

Mr. Cauthen developed a plan to utilize new technology to expand the existing four-channel closed-circuit network to a 20-channel system serving over 350 sites with virtually unlimited potential for future channel and site expansion. Some of these sites will have the capability to originate programming to the Network or participate in two-way interactive video programs or teleconferences for instruction and training. A breakthrough in cost-effective technology, this system represents not only tremendous cost savings to the state but enormous educational benefits.

SC ETV continued to champion even greater use of emerging technologies for the state and nation's schools by providing comprehensive in-house presentations on the potential and cost effectiveness of these technologies to such key people as Dr. Barbara Nielsen, state superintendent of education; Jennifer Lawson, executive vice president of the Public Broadcasting Service; and key congressional legislative staffers. Mr. Cauthen made a special presentation to Governor Carroll Campbell on the vast possibilities of a new digital system that promises to greatly enhance teaching options within each district. In addition, Mr. Cauthen, at the request of Sen. Edward Kennedy (D-MA), supplied written testimony on new technologies and education to members of the U.S. Congress.

ETV announced the inauguration of World Wise Schools at a news event at A.C. Moore Elementary School in Columbia. Mr. Cauthen, Governor Campbell, Dr. Nielsen, Peace Corps Director Paul Coverdale, and Richland School District 1 Superintendent John Stevenson attended. This new educational program links children in grades 4-9 with Peace Corps workers over-



seas. South Carolina is the first state to initiate a national project of this stature.

Mr. Cauthen joined Governor Campbell to announce the free distribution of the EXXON Energy Cube, an educational teaching aid for high school and middle school science teachers. Joined by Dr. Nielsen and Daniel S. Sanders, senior vice president of EXXON, Mr. Cauthen presented the Governor with the EXXON teaching cube, signifying a generous and cooperative step between private industry and education. Mr. Cauthen stated that every high and middle school in the state would be offered the EXXON Energy Cube. ETV produced all nine video programs in the Cube, covering petroleum and supplemental energy sources, physics, earth science, biology, chemistry, scientific principles, and the environment.

Mr. Cauthen was instrumental in orchestrating an important event in the nation's capitol during the 1990-91 fiscal year. "Learning Solutions: Public Television and the Educational Crisis" attracted the majority of South Carolina's congressional delegation as well as many other members of Congress. The special presentation, sponsored by congressional members, featured an exhibit focusing on ETV's work in training child-care workers. ETV presented a live satellite videoconference linking ETV's Columbia studio with child-care experts in Chicago and Head Start workers in Alabama, Georgia, Kentucky, Mississippi, Florida, and the Carolinas. The videoconference also featured live footage from The Children's Place, ETV's early childhood production/learning center.

Henry J. Cauthen continued to be honored and recognized by government, business, and community organizations in South Carolina and around the nation. He was selected as the 1991 recipient of the first annual Governor's award in the humanities for his work in conveying South Carolina's traditions through exceptional programming.

He received an unprecedented Certificate of Meritorious Public Service from the national offices of the IRS for the noteworthy contributions ETV has made to taxpayer information efforts in the state. ETV and Mr. Cauthen were commended not only for the amount of educational tax programs ETV has aired, but also for the exceptional number of programs and teleconferences concerning tax laws and tax help the Network has created.

Mr. Cauthen, as a leader in the national education movement, was selected to a Corporation for Public Broadcasting education committee to oversee and initiate projects through public telecommunications for education.

Mr. Cauthen continues to serve on the 10-member board of the Corporation for Public Broadcasting (CPB), a presidential appointment; as vice president of INPUT, an international public television organization dedicated to excellence in programming worldwide; and as the board chairman of America's Public Television Stations (APTS), an organization that provides strong advocacy for public television before the federal government.

**1991-92:** SC ETV made great strides in the effective utilization of innovative technology for in-school use during the 1991-92 fiscal year. SC

ETV produced 104 programs in association with the Office of Instructional Technology Development for use by students and teachers within the state. The programs, which covered a wide range of essential subjects, included **Conversations with South Carolina Writers**, the **Doolittle Tokyo Raiders**, and the **Geography Bee '92**, as well as staff and curriculum development programs, telecourses, and teleconferences.

Henry Cauthen continued to co-chair the board of directors of the Satellite Educational Resources Consortium (SERC). In 1991-92, SC ETV, as a member of SERC, produced and delivered 1,266 instructional lessons in Russian I and II, Advanced Placement Microeconomics, and Advanced Placement Macroeconomics through ETV's advanced, interactive technology to high school students—many in remote, rural areas—in 23 states.

Mr. Cauthen took a leadership role in assisting the American Council of Teachers of Russian (A.C.T.R.) to maintain federal funding support for the Russian teaching staff. A.C.T.R. provides SERC with a unique and very valuable resource: native Russian teachers who provide not only language instruction for Russian I and II but valuable first-hand information on social, economic, and political changes in the former Soviet Union. Mr. Cauthen elicited the support of the federal government sponsors, including the U.S. Senate Commerce Committee, and successfully secured a commitment to continue this vital exchange.

SC ETV produced a historic event, **Project Discovery**, that allowed schools statewide to share in the thrill of discovery while expanding traditional classroom boundaries. Through the innovative use of the electronic, interactive classroom, students throughout South Carolina experienced, first-hand, what it's like to communicate with modern-day explorers. Students from elementary through middle and secondary schools participated in a live, interactive teleconference with the exploration crew that discovered the sunken *SS Central America*. Through the use of television and a toll-free number, students called in questions to members of the research team. The explorers and scientists answered live from the deck of the *R.V. Artic Discoverer* docked in Charleston. SC ETV combined forces with the Office of Instructional Technology Development, the S.C. Department of Education, and the staffs of Lexington school districts 1 and 5 to produce this first-ever statewide in-school interconnect project. It was a tremendous success.

During this fiscal year, the S.C. Legislature mandated the development of a Holocaust history curriculum for the public schools. SC ETV took the lead and began taping approximately 58 hours of oral history from Holocaust survivors and liberators. This will be the basis for a middle school telecourse. The interviews will also be included in the national Holocaust museum in Washington, D.C.

In a year of serious budget cutbacks, SC ETV worked cooperatively with 23 state agencies to produce essential, yet cost-effective, training opportunities. Projects addressed such diverse state issues as criminal justice, economic development, teacher recruitment, and employment of the handicapped.

ETV worked with state agencies, education organizations, and an active new constituency made up of law enforcement and corrections officers to deliver 1,180 teleconferences during the fiscal year. There were 622 videoconferences using SC ETV's ITFS and satellite systems; the teleconference bridge was reserved for 558 audioconference events.

Interagency cooperation increased the utilization of SC ETV's teleconferencing facilities by law enforcement and correction agencies. SC ETV and the S.C. Criminal Justice Academy worked together to train 12,000 law enforcement officers through the **Police Line** teleconference series. SC ETV also provided intensive teleconferencing support to the S.C. Department of Corrections. Through SC ETV's facilities, the Department of Corrections increased the number of officers trained from 4,000 last year to 12,000 this year.

Other notable teleconferencing examples were those produced for the Agricultural Extension Service that reached 7,000 people and for the S.C. Department of Mental Health that reached participants in 27 states.

SC ETV's leadership in the use of teleconferencing training and distance learning to serve diverse interests also garnered for the state record savings in travel and productivity. This year, the total value of ETV's teleconferencing service to the state was \$12,791,996.

During the 1991-92 fiscal year, 150 higher education courses were distributed statewide via the closed-circuit network. This service also supports a master's degree in business administration and a master's degree in engineering.

On ETV's open-circuit network, 10 college courses were broadcast to adult learners throughout the state. Subjects included elementary education, library science, and physics.

Through careful management of fiscal resources, SC ETV was able to provide state government with telecommunications tools and programs inexpensively. An excellent example was the premiere videoconference of the State Ethics Commission, which reached 900 state employees in 24 viewing locations. Through SC ETV, critical information was disseminated utilizing existing resources at no additional cost to the Ethics Commission or the state.

Cooperative procedures were developed between SC ETV and the Division of Information Resource Management (DIRM) of the Budget and Control Board to facilitate access to the SC ETV audio bridge for emergency preparedness and disaster response.

Dedicated to the concept of using instructional television to improve science education, Mr. Cauthen was successful in having SC ETV selected as one of 10 national sites for the Texaco Teacher Training Institute. One-hundred and thirty-five teachers from elementary and middle schools and higher education faculties around the state met in Columbia with 14 "master teachers," also from South Carolina. The two-day event was designed to help science teachers effectively use interactive technology, including instructional television and computers, in the classroom.

The master teachers' lesson plans were uplinked to a dedicated Teacher Training Institute bulletin board so teachers could access each other's comments and questions. As a result of this successful venture, the S.C. Department of Education will be adapting this model to train teachers in other disciplines.

During the 1991-92 fiscal year, SC ETV received an additional grant from the U.S. Department of Education and the S.C. Department of Education to complete the 22-part telecourse entitled **On the Other Hand**. The series is designed to help those working with the hearing impaired learn basic signing skills. This multi-award-winning series is distributed nationally through the PBS Adult Training Services.

SC ETV continues to provide services to the community for adult literacy through local programming and interagency assistance. The Network airs **GED on SC ETV**, which provides literacy training for eighth through 12th grades.

SC ETV was at the forefront of South Carolina's six-month experiment that allowed television and still cameras in Richland County's Courtroom 2-A. The experiment was set by Chief Justice David Harwell of the S.C. Supreme Court. ETV helped draft guidelines for the experiment; provided cameras and daily coverage during a major trial in February; and fed pool coverage to news stations statewide. The experiment brought South Carolina up to date with 44 other states that already allow cameras in the courtroom. Participating lawyers commented that the experiment was one of the most valuable educational experiences since law school. As a result of the experiment, cameras are being adopted by many counties as well as the state's highest court.

During the 1991-92 fiscal year, the installation of the ITFS systems in York, Walterboro, and Charleston was completed. These systems are now fully operational.

Seeking cost-effective strategies to counteract the reductions in budgets statewide, Mr. Cauthen developed a master plan to maximize the use of interactive technologies for education. He garnered the support of school officials around the state to utilize the existing tape and delay centers for live, interactive instruction at the local level. Named "Short Distance Learning," this pioneering effort allows schools to share resources within a school district. Schools, in cooperation with SC ETV, can develop and transmit live, interactive lessons in critical subject areas at no extra cost to the state.

SC ETV staff visited all 21 tape and delay centers to discuss the project and its goals. Exhibits were set up and distance education technology presentations were made at six statewide meetings. Individual presentations were made to more than 40 of the 91 school districts.

Model pilot programs were developed in Richland School District 1, Greenwood School District 50, and Lexington school districts 1, 3, and 4. Programs ranged in subject matter from fine arts, staff development, and school bus driver safety training. Pilot programs were a success and generated a high level of participation and interest. SC ETV received numerous



requests for courses in advanced math, science, creative thinking, and French for elementary students. In the vocational area, courses were requested in hotel-motel management, golf course maintenance, and restaurant worker training. Utilization of "Short Distance Learning" will assist schools in meeting critical education goals during a time of limited resources.

SC ETV continued to serve as a national model in the development and delivery of early childhood education. ETV's on-site production and child-care center, The Children's Place, continued its role as a demonstration center for national early childhood standards and practices. The use of The Children's Place as a production facility saves time, travel expense, and permits the crew to work in a more controlled environment. The center received extensive media coverage for its outstanding facilities and professional practices. A congressional delegation, international guests, as well as business and community leaders, visited The Children's Place to learn more about this model facility.

Thirty-five new early childhood development programs originated from The Children's Place in fiscal year 1991-92. Seeking cooperative partners to combine resources, these programs were produced in collaboration with the National Association for the Education of Young Children (NAEYC), the Council for Early Childhood Professional Recognition, and the Clemson Extension Service.

These partnerships insure the national distribution of the training programs. During the 1991-92 fiscal year, over 11,000 tapes were distributed. Tapes distributed within South Carolina were provided at no cost—representing a great savings to the state.

The Early Childhood Professional Development Network (ECPDN), a national initiative undertaken by SC ETV, was launched in the 1991-92 fiscal year. Funded by the U.S. Department of Health and Human Services, Administration of Children and Families, and Office of Head Start, ECPDN delivers live, interactive training seminars via satellite to Head Start teachers who are in isolated, rural areas in 12 states and who serve Native American, migrant worker, and Alaskan villagers' children. Based on the successful Star Schools model, seminars will provide 117 hours of essential training material needed for the child development associate (CDA) credential required for Head Start teachers. The grant award for the ECPDN project was \$3.2 million over a period of two years for the demonstration project. The grant will eventually total a minimum of \$5.6 million, and could reach as high as \$7.7 million if full funding is provided in the third year.

During the 1991-92 fiscal year, SC ETV produced and/or presented 10 national television projects for the American public broadcasting audience. These exceptional programs brought national recognition to South Carolina and have positioned SC ETV among the top seven national producing stations for the Public Broadcasting Service (PBS).

**Spaceship Earth: A New Global Geography**, an international co-production with England, Holland, and France, takes a satellite's view of Earth

with footage shot in 12 countries. The 10-part series combined satellite images, dynamic maps, and computer models, plus Earth-monitoring technologies, to offer unprecedented insights into life on Earth. Hailed as a “user-friendly” approach to a critical science, **Spaceship Earth**, hosted by South Carolinian Col. Charles F. Bolden, has an extended life with extensive in-school rights.

Other outstanding SC ETV national productions/presentations include: **NatureScene**, a weekly nature walk with naturalist Rudy Mancke and host Jim Welch; **A Chance to Live**, a two-part series on the world campaign to immunize children; **Main Street Jazz**, recorded at the festival in Columbia; **The Dancing Man: Peg Leg Bates**, a documentary on the South Carolina-born entertainer and businessman; **Black American Conservatism: An Exploration of Ideas**, a political documentary on the history of the movement; **The Rage for Democracy**, a timely documentary on involvement in the American political system; **Mending Hearts**, a portrait of individuals suffering from AIDS; **Focus on Britain**, a 13-part series on the people and places of that country; and **The First Universal Nation: Trends in the Nineties**, a one-hour special based on the writings of journalist Ben Wattenberg. **American Interest**, television’s only program devoted exclusively to the coverage of foreign policy issues, continued in its 12th season, as did **Technopolitics**, a weekly series designed to help viewers understand the issues of modern technology.

In addition, funding was obtained to provide a packaged version of **Dangerous Assignments** to every journalism school library in the country. The program, produced in the previous fiscal year, concerned journalists working around the world without the protection of the First Amendment. The education package included the award-winning documentary, co-produced by SC ETV, and transcripts.

Funds were also secured for the packaging and distribution of another SC ETV program to political science departments at selected institutions of higher education. The program, **The Rage for Democracy**, is packaged along with the research document on which the program was based. This extends the life of the program and supports national educational reform movements.

SC ETV’s local production unit took a look at the persistent growth of the HIV infection in South Carolina. **Aids: A Shared Responsibility** brought together the state’s medical and social service agencies and other organizations to discuss personal and community responsibilities regarding this deadly virus. This unit also followed up on the most devastating hurricane to ever hit South Carolina. **Hugo Revisited** examined the recovery of many people hit by the storm and explored the lives of those who remain homeless.

The SC ETV production **Microcredit: The Business of Survival** explored microcredit, a growing form of aid to developing countries that is also being used successfully in the United States. SC ETV undertook the production of **Quintminutes**—52 one-minute spots highlighting the multicultural heritage of South Carolina by looking at the contributions of Afri-

can, European, and Native American men and women. These spots were produced to coincide with the 500th anniversary of Columbus's arrival in the new world.

**We the People**, a joint effort of SC ETV, the *State* newspaper, and local television stations, represented a series of regional forums on the topic of restructuring state government. Elected officials, community leaders, and citizens openly discussed the pros and cons of a cabinet form of government for South Carolina.

**Jobman Caravan** and **For the People** continued with weekly programs to serve the interests of African-Americans statewide. Another program, **The National Black Family Summit**, produced in conjunction with the University of South Carolina School of Social Work, discussed the most relevant current issues confronting the African-American family. This program was uplinked to the entire public broadcasting system and the nation's 106 historical black colleges.

SC ETV's production of **The Congressional Candidate Forum** provided the first look at candidates who were vying for a newly created majority African-American district.

**The National Black History Teleconference** entered its fifth year. This teleconference allows African-American students to interact with a panel of distinguished national role models. This year SC ETV provided an international satellite interconnect that allowed students to speak with a native South Carolinian who is a university dean in Riyadh, Saudi Arabia.

**Capitol View** and **Statehouse Week** continued to provide South Carolinians with timely interviews of state legislators, plus an inside view into the inner workings of the House and Senate chambers. **Crosstalk** addressed the critical issues confronting the state's citizens with a wide array of topics.

SC ETV premiered **27:50**, a weekly magazine program that explores people, places, and things of particular interest to viewers throughout South Carolina and the entire Southeast. **Carolina Alive!** captured the flavor of USC's singing and dancing ensemble; **Look Listen and Live with Michael Gross** outlined the hazards of railroad crossings and steps that must be taken to save lives; and **David Chamberlain** took an interesting look at the work and inner thoughts of the artist.

Other notable SC ETV-produced documentaries included: **The Governor's Welcome Home to Desert Storm**; **Quest for Equality**; **The Clarendon County Story**; **200 Years of the Bill of Rights**; **The Human Affairs Special**; **The State Band Competition**; and **The State of the State** address.

**Marian McPartland's Piano Jazz**, produced by SC Educational Radio and presented nationwide by National Public Radio (NPR), celebrated its 18th and 19th seasons during this fiscal year. Ms. McPartland continued to win awards such as the Deems Taylor Broadcast Award presented by the American Society of Composers, Authors, and Publishers. Educational Radio premiered **What's on Your Mind?** with Dr. Linda Austin, associate professor of psychiatry at MUSC and director of the Project for Public Education

in Mental Health. The series, which airs every Friday afternoon, features several guests who are experts in an area of mental health concerns. Viewers call in and ask questions as well as share thoughts and concerns.

Regional stations, WJWJ-TV in Beaufort, WRET-TV in Spartanburg, WRJA-TV in Sumter, WNSC-TV in Rock Hill, and WSCI-FM in Charleston, continued to provide essential community-based programming and outreach activities for their viewers and listeners.

Under the leadership of Henry Cauthen, SC ETV continued its progress toward parity in the workplace. As of September 1990, ETV met 86.5 percent of overall affirmative action goals and as of September 1991, this figure increased to 88.2 percent. This figure is particularly significant in view of the fact that there were only 21 hiring opportunities due to budgetary restraints. SC ETV was once again ranked third among 85 agencies by the S.C. Human Affairs Commission.

SC ETV staff continued to be recognized for their valuable contributions to the state and nation. Rudy Mancke was the recipient of the Governor's Award for Excellence in Science for 1991. The selection panel included the Governor's Office, the S.C. Academy of Science, and the S.C. Commission on Higher Education. Listervelt Middleton, producer and host of **For the People**, was invited to lecture and advise members of the Caribbean Broadcast Corporation (CBC) on techniques of producing African programming for educational television. June Licata, vice president of regional stations and community relations, was awarded the 1991 Victory Award for South Carolina.

William D. Hay, vice president of the SC Educational Radio Network, was honored by the S.C. Commission for the Blind. The Commission named its new broadcast studios the William D. Hay Broadcast Facility. Mr. Hay was instrumental in starting SC Educational Radio for the Blind, a reading service transmitting the printed word to blind individuals statewide via special receivers. The broadcast service provides 18 hours of programming each day, distributed over a subchannel by SC Educational Radio's eight radio stations.

Henry Cauthen has positioned South Carolina as a leader in the applications of telecommunications technology for education worldwide. He has received numerous requests to serve on advisory committees and boards to develop strategies to meet the education goals of America.

In the fall of 1991, Mr. Cauthen served on the Task Force on Implementation, which was created to advise the National Council on Education Standards and Testing. The National Council, co-chaired by Governor Carroll Campbell and Governor Roy Romer of Colorado, was created by Congress to study the feasibility of voluntary national education standards.

A spokesman for education technologies, Mr. Cauthen testified before the Senate Education, Humanities, and Art subcommittees, and the joint Economic Committee. He provided the committees with cost-effective strategies to deliver educational resources to schools in rural areas.

The Corporation for Public Broadcasting (CPB) designated SC ETV as the site for congressional delegation visits. Mr. Cauthen hosted congressional staffers from the offices of Sen. Jeff Bingaman (New Mexico), Rep. Claude Harris (Alabama), Rep. Carl Pursell (Michigan), and the presidential-appointed board of CPB. The Network has also hosted visits by representatives of 25 countries.

*Governing* magazine featured Mr. Cauthen, citing him as one of 10 government success stories.

Mr. Cauthen continued to serve on the board of the Corporation for Public Broadcasting and as chairman of the board of America's Public Television Stations (APTS). He was re-elected to a second term as vice president of INPUT, an international public television organization with participation from 40 countries. He is also a member of the INDO-US Subcommittee on Education and Culture.

## VI. OBJECTIVES

The S.C. Educational Television Commission (SC ETV) has a number of major objectives and responsibilities to the people of South Carolina. SC ETV telecasts 91:35 hours on its open- and closed-circuit systems during a typical school day to carry out these functions. The Commission strives constantly to find more and better ways to fulfill its objectives.

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the state, whether elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of South Carolina to continue their professional education.
3. An additional responsibility is to provide continuing professional education for South Carolina citizens through the production and transmission of postgraduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institutional training, food service, and any fields where the need arises or is recognized.
4. A responsibility closely tied to the economic progress of the state is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all state agencies by providing ETV courses for higher education students, information programming for the public, training for agency personnel, and interagency communications.
6. A final responsibility inherent in any institution of education—whether it be a school, college, museum, or television station—is to provide general information reflecting knowledge of an interest in the world.

## **VII. SERVICES**

### **Instructional Television (ITV)**

The S.C. Department of Education's Office of Instructional Technology Development (OITD), through the SC Educational Television and Radio networks, provides effective mediated instruction to expand the curriculum experiences of students in grades K-12 throughout the state.

Over 617,792 students in 1,088 of the 1,106 public schools (98 percent) in South Carolina have either open- or closed-circuit access to instructional television resources via SC ETV's 11 broadcast channels and closed-circuit (ITFS) system. An estimated 19-20,000 teachers\* used ITV in 1990-91, selecting from over 245 series, many produced by SC ETV, to expand the curriculum experiences of their students in grades K-12.

As part of the ITV service, the principal of each school in South Carolina that uses ITV appoints a building coordinator to help teachers make the best use of television. Five utilization consultants work on the regional level with school administrators, building coordinators, and teachers; and assist with workshops, teacher in-service, and PTA projects.

As an additional service, OITD provides a variety of publications printed by SC ETV—all designed to assist the teacher in effectively using the ITV resources as valuable teaching tools with unlimited possibilities.

### **Staff Development Education for Teachers**

Staff development programs for teachers are scheduled each school day from 3:00-4:00 p.m. on ETV, with additional resources broadcast on Educational Radio. In 1990-91, there were 530 TV and 175 radio programs. In addition to those for teachers, programs were available for use by administrators, aides, custodians, and school district staff members in a number of major areas.

### **Higher Education**

During 1991-92, SC ETV broadcast 168 college-credit courses to a total of 10,352 students via open- and closed-circuit television in a cooperative educational effort with the University of South Carolina, Clemson University, and the Medical University of South Carolina.

Programming on the closed circuit included two master's degree programs, one in business administration (MBA) and the other in engineering education (APOGEE), and selected courses in mathematics education, library science, nursing, pharmacy, clinical dentistry, nutrition, English, computer science, and social welfare.

\*The most recent utilization data is from 1990-91.

## **Medical Education**

During 1991–92, SC ETV worked closely with the Medical University of South Carolina, the Department of Health and Environmental Control, and other health-related agencies to deliver a wide variety of medically oriented programming. More than 1,651 hours of programming, including satellite downlinks, were distributed over the SC ETV closed-circuit network to 31,880 medical viewers. Eighty-seven hospitals, mental health offices, area health education centers, DHEC sites, and technical schools are connected to SC ETV's closed circuit, composing the largest state medical network in America.

## **Adult Literacy**

GED on SC ETV helps prepare adult learners for the GED exam. These literacy programs are broadcast into students' homes and are used in literacy classes in adult learning centers statewide. Additionally, a pre-GED math series, **Math Basics**, began to air in June to help prepare students to begin the GED lessons.

## **Early Childhood Education**

By expanding and reorganizing its early childhood services during 1991–92, SC ETV confirmed its commitment to providing high quality training to early childhood professionals. This reorganization resulted in four distinct components: the Early Childhood National Programming Department, The Children's Place at SC ETV, the Early Childhood Professional Development Network (ECPDN), and the Early Childhood Media Training Project.

### **Early Childhood National Programming**

In 1992, SC ETV established the Early Childhood National Programming Department to solely focus on producing training videotapes on the care and education of children from birth to age eight. The department produces its programs by recording the actual interactions in early childhood centers throughout the country.

These centers meet national standards of quality and practice and most are accredited by the National Academy of Early Childhood Programs. A national panel composed of media and early childhood specialists was established to provide a diverse range of opinions and expertise for departmental project review.

In collaboration with the National Association for the Education of Young Children (NAEYC) and the Council for Early Childhood Professional Recognition, SC ETV expanded its video production and distributed over 13,000 videotapes.

### **The Children's Place at SC ETV**

The Children's Place at SC ETV continues to serve as a model child-care facility for state, national, and international visitors. In 1992, the center



received accreditation from the National Academy of Early Childhood Programs, the only national accreditation system for all types of early childhood programs.

### **Early Childhood Professional Development Network (ECPDN)**

In 1991, the ETV Endowment of South Carolina received a \$3.3 million federal grant to create the Early Childhood Professional Development Network (ECPDN). ECPDN is a satellite-based system that provides live, interactive training to Head Start teaching teams in 12 states, including South Carolina. At the end of the three-year grant period, ECPDN projects that over 1,000 teachers in all 50 states will receive training through this project.

In August 1991, SC ETV conducted the pilot seminar for ECPDN's services. Over a four-day period, 115 teachers participated at seven sites in five states (South Carolina, Georgia, Florida, Kentucky, and Mississippi).

### **Early Childhood Media Training Project**

The Early Childhood Media Training Project educates early childhood professionals all across South Carolina via videotape. SC ETV has served 500 early childhood centers by producing training videotapes and placing these programs and/or video equipment in these centers. In addition, the S.C. State Library makes the training tapes available throughout the state free of charge.

### **Law Enforcement In-Service Training**

**Crime to Court**, a monthly closed-circuit series produced by SC ETV and the S.C. Criminal Justice Academy, keeps approximately 7,790 South Carolina law enforcement personnel, judges, and magistrates abreast of the latest in legal decisions and law enforcement techniques and procedures without travel time away from their duties.

Working with SC ETV, the Criminal Justice Academy teleconference studio produced 95 videoconferences. These videoconferences dealt with topics ranging from drugs to domestic violence.

During the 1991-92 fiscal year, the S.C. Department of Corrections trained more than 12,000 correction officers, criminal justice students, and police officers—a 300 percent increase from the 1990-91 fiscal year.

### **South Carolina Satellite Educational Resources Consortium (SERC) Project**

In association with the S.C. Department of Education, SC ETV produced four high school level courses for delivery to students in rural schools, throughout South Carolina and the nation, by the Satellite Educational Resources Consortium (SERC). In South Carolina, 34 students were enrolled in the Russian I course, and 20 students were enrolled in the Russian II course.



Twenty-five students were enrolled in the Advanced Placement Macroeconomics course, and 25 students were enrolled in the Advanced Placement Microeconomics course in South Carolina.

### **Business, Industry, and State Agency Media Projects**

SC ETV continued its commitment to assisting the state in economic development. Efforts this year were highlighted by an economic impact statement for the S.C. Aeronautics Commission, assisting the State Development Board with its Rural Economic Summit, public service announcements for the Development Board's Industry Appreciation Week, eight individualized economic development tapes for municipalities, and recruiting videos for Orangeburg County and the Upper Savannah Regional Council of Governments. Additionally, the Network continued to assist the Piedmont Excellence Process of the Greenwood Chamber of Commerce with its total quality management efforts and to promote a pro-business climate with coverage of the Business Hall of Fame.

State agencies continued to use SC ETV's services to develop training and testing materials, public service announcements related to such topics as worker safety and consumer credit, and to assist in initiatives, including education reform and safety for the elderly.

### **Teleconferencing**

The year 1991-92 saw continued growth in the use of SC ETV teleconferencing by law enforcement, corrections, and the courts. SC ETV and the S.C. Criminal Justice Academy worked together to train more than 12,000 law enforcement officers using the **Police Line** teleconference series. A historic first training teleconference was produced for the S.C. Highway Patrol on the high-priority topic of "High-Speed Pursuit Driving." Using SC ETV's studios and statewide closed-circuit system, the S.C. Department of Corrections has increased the number of officers using teleconference training from 4,000 last fiscal year to more than 12,000 during 1991-92. SC ETV's closed-circuit transmission system was also used to provide legal training for 7,500 attorneys statewide.

New and important achievements in teleconferencing include this year's Fifth Annual Black History Teleconference, during which SC ETV performed its first international teleconference satellite interconnect. Using three satellites, this teleconference allowed students to see and talk with a native South Carolinian who is a university dean in Riyadh, Saudi Arabia.

Also worthy of note, the State Ethics Commission came to SC ETV to produce its first videoconference. This premiere event reached more than 900 state employees in 24 viewing locations with important information on new ethics legislation. The ethics conference was produced and transmitted statewide using existing SC ETV resources, with no additional cost to the Ethics Commission or the state.

Finally, two new and important teleconference services have been initiated by SC ETV during this fiscal year. The Network has developed procedures and assigned staff to allow Emergency Preparedness and Disaster Response access to SC ETV's teleconference facilities during times of crisis; and an agreement between SC ETV, the Medical University of South Carolina, and a major teaching hospital provides for ETV's entry into the new field of telemedicine. Using ETV, pediatric cardiologists in Columbia will be able to transmit x-rays and other diagnostic images to doctors at the Medical University during medical emergencies, no matter what time they occur during the day, night, or weekend.

### **Legal Continuing Education**

SC ETV has provided telecommunications facilities in support of legal continuing education for more than 15 years. In 1991-92, 7,500 legal professionals utilized SC ETV's satellite, ITFS, and audioconference technologies to participate in teleconferences such as "Experts: Domestic Law Practice," "Legal Ethics in Real Life," and "The Trial of a Civil Case from Start to Finish."

### **Regional Production Facilities**

South Carolina ETV has four regional stations with production capabilities: WJWJ-TV, Beaufort; WNSC-TV, Rock Hill; WRET-TV, Spartanburg; and WRJA-TV, Sumter.

In addition to extending all aspects of ETV's services to area residents, these regional centers produce and distribute programming that meets the exact needs of their area schools, communities, and educational institutions.

These regional ETV facilities create valuable non-broadcast programs ranging from in-service training tapes to industrial recruitment tapes. In addition, the regional facilities contribute to statewide programming.

### **Educational Radio Network**

The SC Educational Radio Network (SC ERN) each day provides 19 hours of early morning, afternoon, and evening broadcasts that bring informational, educational, and cultural materials to the general public. Teacher staff development programming is offered at 3:00 p.m. weekdays. The eight radio stations of the SC Educational Radio Network are: WSCI-FM 89.3/Charleston, WEPR-FM 90.1/Greenville-Spartanburg, WLTR-FM 91.3/Columbia, WNSC-FM 88.9/Rock Hill, WRJA-FM 88.1/Sumter, WJWJ-FM 89.9/Beaufort, WHMC-FM 90.1/Conway-Myrtle Beach, and WLJK 89.1/Aiken.

### **Educational Radio for the Blind**

The SC Educational Radio Network broadcasts reading materials for 18 hours daily to over 3,300 blind South Carolinians through a special frequency. Readings of newspapers, magazines, and books are joined by programs on employment information, consumer tips, self-defense, and home-study courses.

## VIII. SUMMARY OF SERVICES PROVIDED BY SC ETV, 1991-92

<b>1. Public Schools with Access to SC ETV</b>	
Individual Students	617,792
Course Enrollment (estimate)	3,300,000
Schools Served	1,088
<b>2. Early Childhood Education</b>	
Facilities	500
Staff Served	2,800
Children Served	22,300
<b>3. Higher Education</b>	
Credit Courses	168
Total Student Enrollment	10,352
<b>4. S.C. SERC Project</b>	
<b>Russian I: National Enrollment</b>	
Section One, Number of Students Enrolled	291
Section Two, Number of Students Enrolled	231
Section Three, Number of Students Enrolled	139
<b>Russian II: National Enrollment</b>	
Section One, Number of Students Enrolled	184
Section Two, Number of Students Enrolled	97
<b>Advanced Placement Macroeconomics: National Enrollment</b>	
Section One, Number of Students Enrolled	264
Section Two, Number of Students Enrolled	13
<b>Advanced Placement Microeconomics: National Enrollment</b>	
Section One, Number of Students Enrolled	230
Section Two, Number of Students Enrolled	22
<b>5. Staff Development</b>	
Programs	530
Teachers and Other School Personnel Enrollment	2,498
<b>6. Medical Education</b>	
Medical Personnel Served	31,880
Hospitals Served	52
DHEC Offices Served	17
Mental Health Offices Served	15
Technical Schools Served	3
<b>7. Law Enforcement Training</b>	
Total Monthly Course Enrollment of Officers, Judges, and Magistrates	7,790

<b>8. Legal Continuing Education</b>		
Teleconferences		19
Attorneys Served		7,500
<b>9. Business/Industry and State Agency Media Projects</b>		
Programs and Projects (including <b>Crime to Court</b> )		76
<b>10. State Government Audio and Video Teleconferences</b>		
Audioconferences		558
Videoconferences		622
<b>11. Network-Produced Programs</b>		
ITV		1,287
ITV Staff Development (TV and Radio)		250
Minority		36
Public Affairs		142
Nature and Science		18
Arts and Culture		9
<b>12. Radio (including Radio Services to the Blind)</b>		
Broadcast Hours		6,916
Broadcast Hours (Services to Blind)		6,552
<b>Total Radio Broadcast Hours</b>		13,468
Locally Produced Programs		3,887
Locally Produced Programs (Services to Blind)		4,576
<b>Total Radio Programs Produced</b>		8,463
<b>13. Regional Stations Locally Produced Programs</b>		
Beaufort		442
Rock Hill		152
Spartanburg		241
Sumter		260
<b>Total</b>		1,095
<b>14. Multichannel Programming for a Typical Day</b>		
		<b>Percent of</b>
<b>Programming Type</b>	<b>Hours/Day</b>	<b>Broadcast Day</b>
Public School	44:11	44.1%
Teacher Staff Development	7:20	7.3%
Professional Education	11:00	10.9%
College Credit	16:20	16.3%
General Education	6:25	6.4%
Children	8:00	7.9%
Evening Programs	6:45	6.6%
<b>Total</b>	100:01	99.5%
<b>Total Number of Programs: 208</b>		

**Programs Transmitted Through Broadcast Stations,  
ITFS Network, and Satellites**

Programs	52,023
Hours	26,803

**15. National Programming and Development**

Grants Obtained	\$4,349,412
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**16. Print Shop\***

Jobs	524
Copies	2,053,945

\*The SC ETV Print Shop was closed during the month of February while SC ETV moved to George Rogers Boulevard.

**17. School Reception Equipment**

Television Receivers Purchased by ETV	587
Television Receivers Purchased by Schools	2,202

**18. School Building Distribution Systems**

Additional Outlets* During 1991-92	908
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\*This was done on a matching basis: ETV furnished the equipment, schools paid the labor (private contractor) or purchased TV sets, etc.

**19. Classroom Use of ETV Reflects Increased Enrollment**

Total Course Enrollment*		Individual Student Enrollment**	
1981-1982	2,145,544	1981-1982	405,622
1982-1983	2,098,616	1982-1983	411,137
1983-1984	2,123,931	1983-1984	429,928
1984-1985	2,331,464	1984-1985	447,551
1985-1986	2,553,764	1985-1986	464,586
1986-1987	2,863,825	1986-1987	491,356
1987-1988	2,949,701	1987-1988	506,010
1988-1989	3,333,702	1988-1989	513,604
1989-1990	3,234,364***	1989-1990	515,305****
1990-1991	3,302,692	1990-1991	516,883
1991-1992	3,300,000*****	1991-1992	617,792*****

\*This enrollment figure represents the total number of course exposures to students; thus a student who takes two courses is counted two times.

\*\*This figure counts the student only one time, regardless of how many courses he or she may view.

\*\*\*After Hugo's landfall in the Low Country, ETV lost its transmitter. Consequently, the Charleston area was without service for the remainder of the school year. This figure does not include the 81,000 course enrollments in the Charleston area that were lost.

\*\*\*\*See above. SC ETV lost 6,400 individual students in the Charleston area. This figure does not include these students.

\*\*\*\*This is an estimate.

\*\*\*\*\*Students in schools wired to receive SC ETV.

## IX. SUMMARY OF ETV MEDIA PRODUCTION AND TELECONFERENCING SERVICES TO AGENCIES

### Business, Industry, and State Agency Media Projects

SC ETV assists state agencies with their internal training and media needs and helps enhance the business climate of our state. The Network's Division of Continuing Education produced 76 media projects ranging from public service announcements to documentaries. The largest project remains the monthly training program for law enforcement officers and magistrates, **Crime to Court**. This series continues to be produced for the S.C. Criminal Justice Academy. In conjunction with these projects, 5,108 dubs were created for distribution. Thirty-one different organizations and agencies were served.

### State Government Audio and Video Teleconferences

During FY 1991-92, SC ETV coordinated 1,180 video- and audioconferences for state government. A total of 12,406 hours of audioconferencing time was allocated to state agencies on the SC ETV telephone bridge.

### Media Production and Teleconferencing Services— Costs and Benefits

Direct Costs	\$296,467	Travel Savings**	\$ 3,905,438
Billed to Agencies	296,467	Prod. Savings***	3,124,350
Net ETV Out-of-Pocket Costs	0		
		Est. Cost of Services at Commercial Rates	5,762,208
		Total Value to State	\$12,791,996
ETV In-Kind Resources*	\$1,085,626		
Total Cost to ETV	\$1,085,626		

### Net Savings to State \$11,706,370

\*These resources represent the capacity already in place for accomplishing ETV's mission (cameras, studios, video recorders, staff, etc.).

\*\*Travel savings are calculated on the number of conferences x the number of participants x 150 miles round trip x \$.25 per mile.

\*\*\*Productivity cost savings are based on the number of conferences x the number of participants x 3 hours round trip x employee rate @ \$10.00 per hour.

## Media Production Projects

Agency/Org.	Project Type and No. of Projects	Cost to Agency	ETV Cost	Total Cost
Aeronautics Commission	Economic Dev. (1) Dubs	\$1,546 \$203*	\$8,528	\$10,074 \$203
Aging	Training (7)	\$27,332	\$109,328	\$136,660
Aiken Co. Alcohol	Dubs	\$37*		\$37
Coker College	Recruitment (1) Promo (1)	\$2,607 \$171	\$18,025	\$20,632 \$171
College Council	Doc. (1)	\$3,351	\$28,740	\$32,091
Consumer Affairs	PSA's (3)	\$2,068	\$9,926	\$11,994
Corrections	PSA's (3)	\$2,584	\$16,143	\$18,727
Criminal Justice Acad.	Training (12)	\$174,782	\$187,131	\$361,913
Development Board	Dubs Dubs Dubs Economic Dev. (9)	\$186* \$315* \$239* \$1,234	   \$2,777	\$186 \$315 \$239 \$4,011
DHEC	Training (1) Dubs	\$1,163 \$37*	\$7,168	\$8,331 \$37
Dept. of Education	PSA's (4)	\$2,338	\$9,353	\$11,691
Ed. Service Corps	Promo (1)	\$536	\$3,739	\$4,275
FAIR	Doc. (1)	\$796	\$3,755	\$4,551
Office of the Governor	Doc. (1) Dubs PSA's (4)	\$164 \$82* \$1,407	\$638  \$6,269	\$802 \$82 \$7,676
Greenwood Chamber	Doc. (5)	\$702	\$2,661	\$3,363
Human Resource Mgt.	Test (1)	\$236	\$2,293	\$2,529
Junior Achievement	Dubs Doc. (1)	\$103* \$604	 \$2,977	\$103 \$3,581
Midlands TEC	Orientation (1)	\$4,354	\$35,780	\$40,134
Motor Vehicle Mgt.	Dubs	\$26*		\$26
National Council of Teachers	Math Instruction (1)	\$10,000	\$40,000	\$50,000

Agency/Org.	Project Type and No. of Projects	Cost to Agency	ETV Cost	Total Cost
Orangeburg County Development Board	Economic Dev. (1)	\$1,722	\$12,056	\$13,778
Piedmont Municipal Power	Economic Dev. (8)	\$2,968	\$2,433	\$5,401
Santee Cooper	Doc. (1)	\$21,000	\$84,000	\$105,000
SCHA	Training (3) Training (1)	\$15,000 \$2,989	\$80,441 \$15,063	\$95,441 \$18,052
SCAMI	Dubs	\$342*	\$254	\$596
State Library	Dubs	\$31*		\$31
Teacher Recruitment Center	Doc. (1)	\$1,095	\$5,437	\$6,532
21st Century Foundation	Dubs	\$172*		\$172
Upper Savannah COG	Doc. (1)	\$4,564	\$32,574	\$37,138
Vocational Rehabilitation	Doc. (1) Dubs	\$6,829 \$297*	\$52,410	\$59,239 \$297
Winthrop College	Dubs	\$255*		\$255
*This figure is the amount that ETV billed the agency for videotape duplication services and represents both the out-of-pocket and in-kind costs to ETV.				

## Teleconferencing

**UL:** SC ETV teleconference uplinked nationwide via satellite

**DL:** Satellite downlink fed to SC ETV Projection Theatre

**ORIG:** Teleconference originated statewide from SC ETV studio

**DLPT:** Satellite downlink "passed through" to another city (or cities) on ITFS

**VPT:** Video originated at another agency's studio "passed through" on ITFS to sites statewide

Agency	Project No. and Type	ETV In-Kind
Commission on Aging	2 dl	\$ 472
Alcohol and Drug Abuse	5 dl	1,620
	1 dlpt	825
Clemson University	8 dlpt	2,805
	30 vpt	8,107
Courts Administration	1 vpt	690



Agency	Project No. and Type	ETV In-Kind
Criminal Justice Academy	8 dlpt	780
	87 vpt	31,165
Dairy Council	1 dlpt	495
Developmental Disabilities	1 dl	135
	1 dlpt	165
Department of Corrections	8 orig	3,360
	1 dl	472
	1 dlpt	577
DHEC	1 dl	270
	12 dlpt	4,042
	38 vpt	5,347
ETV Early Childhood	2 orig	3,360
	1 dl	472
Department of Education	41 orig	17,780
	36 dl	7,627
	1 dlpt	330
	9 ul	960
Employment Security	1 dl	607
Ethics Commission	1 orig	700
Forestry	2 dlpt	660
Governor's Office	1 dl	270
Highways and Public Transportation	1 ul	150
Human Resources	1 dl	675
	1 dlpt	825
	1 dl	405
Mental Health	3 ul	750
	3 orig	2,100
	1 dlpt	577
MUSC	2 ul	300
	5 orig	2,660
	36 dlpt	12,210
	187 vpt	23,920
	3dl	877

Agency	Project No. and Type	ETV In-Kind
Pardon and Parole	2 dl	540
	1 dlpt	330
Social Services	4 orig	3,640
	1 dl	270
	4 vpt	1,495
Supreme Court	19 vpt	15,122
State University	2 dl	877
State Library	2 dl	607
	1 dlpt	577
Tax Commission	1 orig	700
	1 ul	250
	1 dl	405
Technical Education	3 orig	3,220
	5 dl	1,485
	17 dlpt	7,342
University of S.C.	1 dl	607
	4 dlpt	1,072
	15 vpt	2,702
Vocational Education	1 dl	270
Winthrop	1 dl	607
<b>Total In-Kind Video Teleconference Resources</b>		<b>\$181,660</b>
<b>In-Kind Audio Bridge Resources Used by Agencies</b>		<b>124,067</b>
<b>Audioconferences (12,406 line/hours)</b>		
<b>In-Kind Total</b>		<b>\$305,727</b>

## X. 1991-92 BUDGET EXPENDITURES

### Internal Administration

Personal Service . . . . .	\$ 1,876,934
Other Operating Expenses . . . . .	2,424,219

### Educational Assessment and Program Development

Personal Service . . . . .	2,638,463
Other Operating Expenses . . . . .	1,057,017

**Television, Radio, and Other Production**

Personal Service . . . . .	4,757,959
Other Operating Expenses . . . . .	2,384,592

**Transmission and Reception**

Personal Service . . . . .	2,206,775
Other Operating Expenses . . . . .	4,010,535

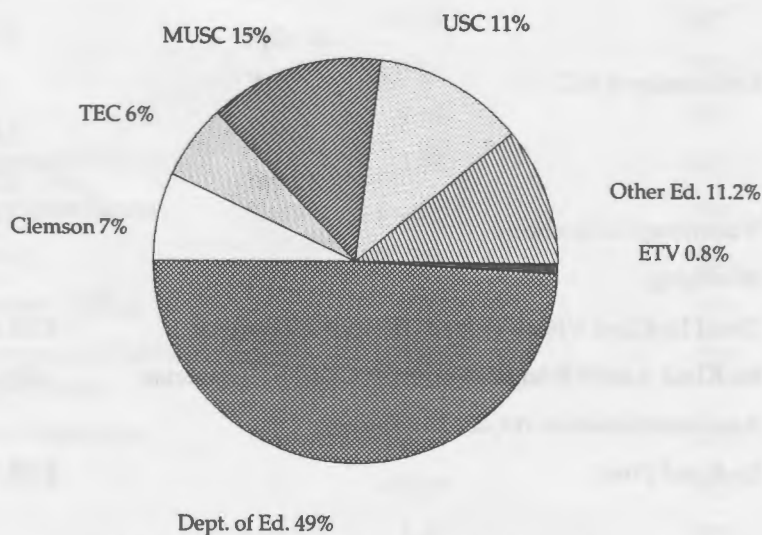
**Employment Benefits**

Total Fringe Benefits . . . . .	2,366,210
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**Other**

Capital Projects . . . . .	3,098,957
Principal and Interest—IPP Note . . . . .	739,473

<b>Total Expenditures . . . . .</b>	<b>\$27,561,134</b>
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**Total Funding for Education in South Carolina****South Carolina Educational Television**

**Mission Statement:** To provide a statewide educational radio and television network. The primary purpose of the network is to provide comprehensive educational opportunities to public schools, colleges, universities, and adult continuing education. The service is to support and enhance training for state agencies, private industry, and individuals, and to offer programs of cultural, historical, and educational significance to the general public.

**Statutory Authority:** Section 59-7-10, 20, 30, 40, 50, and 60 of S.C. 1976  
Code of Laws and applicable regulations and provisions

	1991-92 Actual Funds	FY 1992-93 Total Funds	General Funds	FY 1993-94 Total Funds	General Funds
<b>Program Budget</b>					
Internal Administration	4,786,226	4,924,746	2,743,624	4,848,611	2,683,866
Education Assessment and Program Development	3,979,425	4,275,686	1,026,540	4,278,788	1,038,513
TV, Radio, and Other Production	8,219,177	8,354,929	5,776,417	8,644,598	5,839,789
Transmission and Reception	6,737,876	6,905,674	5,779,767	7,482,414	5,812,448
Program Total	23,722,704	24,461,035	15,326,348	25,254,411	15,374,616
<b>Object Budget</b>					
Personal Service	12,269,805	12,814,092	10,704,177	13,279,231	10,833,853
Other Operating Expenses	11,452,899	11,646,943	4,622,171	11,975,180	4,540,763
Special Items:					
Debt Service	739,473	2,047,197	2,047,197	2,047,197	2,047,197
Capital Improve- ments	3,098,957	6,000,000	-0-	1,000,000	-0-
Object Total	27,561,134	32,508,232	17,373,545	28,301,608	17,421,813
<b>Fund Source</b>					
State	20,911,287	23,373,545	17,373,545	18,421,813	17,421,813
Federal	80,716	200,494	-0-	62,000	-0-
Earmarked	6,569,131	8,934,193	-0-	9,817,795	-0-
Fund Total	27,561,134	32,508,232	17,373,545	28,301,608	17,421,813
FTE Positions	399.55	347.45	347.45	399.55	347.45
<b>Program—Internal Administration</b>					
*Personal Service	1,987,061	2,636,171	1,897,796	2,641,445	1,919,446
FTE Positions	(59.05)	(62.05)	(50.05)	(62.05)	(50.05)
Other Operating Expenses	2,799,165	2,288,575	845,828	2,207,166	764,420
Total Internal Administration	4,786,226	4,924,746	2,743,624	4,848,611	2,683,866

**Objectives\*\***

1. To provide general support service to all SC ETV operations.
2. To provide timely and orderly payment of legal obligations, recruitment of personnel, purchase and delivery of goods and services, and dissemination of information.

	1991-92 Actual Funds	FY 1992-93 Total Funds      General Funds		FY 1993-94 Total Funds      General Funds	
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3. To insure adherence of all state and federal laws, regulations, and rules.
4. To provide meaningful and timely reports as required by regulatory authorities.
5. To plan and provide for long- and short-range fiscal means to carry out the agency's missions.

**Program—Education Assessment  
and Program Development**

*Personal Service	1,295,690	1,533,617	995,710	1,536,919	1,007,683
FTE Positions	(37.60)	(35.60)	(22.00)	(35.60)	(22.00)
Other Operating Expenses	2,683,735	2,742,069	30,830	2,741,869	30,830
Total Education Assess- ment and Develop- ment	<u>3,979,425</u>	<u>4,275,686</u>	<u>1,026,540</u>	<u>4,278,788</u>	<u>1,038,513</u>

**Objectives\*\***

1. To coordinate the planning and evaluation of educational programs for public schools, higher education, state agencies, industry, and adult continuing education.
2. To provide the general public with the opportunity to view programs of cultural, historical, and educational significance.
3. To seek out and promote cooperation between governmental agencies, industry, and individuals in obtaining funds and methods of delivery for programs that have been or are being developed.
4. To coordinate the planning and development of programs that are of interest to local audiences and promote local economic development.
5. To coordinate the planning and development of programs that provide the opportunity for teachers and others to continue their professional education.

**Program—TV, Radio, and Other Production**

*Personal Service	5,920,516	5,831,066	5,138,523	6,242,239	5,201,898
FTE Positions	(202.50)	(201.50)	(180.50)	(201.50)	(180.50)
Other Operating Expenses	2,298,661	2,523,863	637,894	2,402,359	637,891
Total TV, Radio, and Other Production	<u>8,219,177</u>	<u>8,354,929</u>	<u>5,776,417</u>	<u>8,644,598</u>	<u>5,839,789</u>

**Objectives\*\***

1. To provide the necessary facilities and equipment to produce quality broadcast programs.
2. To provide the necessary producers, writers, cameramen, and other technicians necessary to produce quality programs that can be used in classrooms, training, and for the general public.
3. To provide timely scheduling of program production.

**Program—Transmission and Reception**

*Personal Service	2,725,898	2,813,238	2,672,148	2,823,165	2,704,826
FTE Positions	(103.40)	(100.40)	(94.90)	(100.40)	(94.90)

	1991-92 Actual Funds	FY 1992-93		FY 1993-94	
		Total Funds	General Funds	Total Funds	General Funds
Other Operating Expenses	4,011,978	4,092,436	3,107,619	4,659,249	3,107,619
Total Transmission and Reception	<u>6,737,876</u>	<u>6,905,674</u>	<u>5,779,767</u>	<u>7,482,414</u>	<u>5,812,448</u>

Objectives\*\*

1. To maintain the statewide ETV Network in a manner that assures daily service to public schools, colleges, universities, state agencies, and the general public.
2. To assist local schools in planning, development, and installation of local reception and distribution systems.
3. To continue the development and completion of the statewide video-related educational system.

\* Employer contributions are included in personal service cost.

\*\*Effectiveness and efficiency measures are being developed.

## XI. CHANGES IN ENABLING LEGISLATION

There were none.

Total Number of Documents Printed	<u>255</u>
Cost Per Unit	\$ <u>1.36</u>
Printing Cost - S.C. State Budget & Control Board (up to 255 copies)	\$ <u>347.89</u>
Printing Cost - Individual Agency (requesting over 255 copies and/or halftones)	\$ <u></u>
Total Printing Cost	\$ <u>347.89</u>

